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ORDER

Print Date 08/23/12

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Flight Dates 09/11/12-09/17/12

Contract / Revision 308869 /

Original Date / Revision
08/23/12 08/23/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 9.11 to 9.17.

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1560

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$11,560.00	\$13,600.00	0.00	08/27/12	09/17/12	22	\$11,560.00	\$13,600.00
Totals	22	\$11,560.00	\$13,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	09/14/12	09/14/12	M-F 430am News M-F 430am News	CM	430-5a	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	----F--		1		\$125.00		0.00					
E 2	WCPO	09/12/12	09/17/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M-W----	:30	1	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--W----		1		\$200.00		0.00					
	Week:	09/17/12	09/23/12	M-----		1		\$200.00		0.00					
E 3	WCPO	09/12/12	09/13/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--WT---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00



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Contract / Revision 308869 Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 9.11 to 9.17 Estimate # 1560

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WCPO	09/12/12	09/13/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--WT---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WT---					2	\$400.00		0.00			
E 4	WCPO	09/14/12	09/14/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$800.00		0.00			
E 5	WCPO	09/13/12	09/17/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	M--T---	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$400.00		0.00			
		09/17/12	09/23/12	M-----					1	\$400.00		0.00			
E 7	WCPO	09/12/12	09/14/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--W-F--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F--					2	\$500.00		0.00			
E 8	WCPO	09/13/12	09/13/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$500.00		0.00			
E 9	WCPO	09/14/12	09/14/12	M-F 1-2p M-F 1-2p	CM	1258-2p	----F--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$600.00		0.00			
E 10	WCPO	09/17/12	09/17/12	M-F 3-4p M-F 3-4p	CM	3-4p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$650.00		0.00			
E 12	WCPO	09/13/12	09/13/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	---T---	:30	1	\$775.00	P-8	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$775.00		0.00			
E 13	WCPO	09/12/12	09/12/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	--W----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$800.00		0.00			
E 14	WCPO	09/13/12	09/13/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$1,000.00		0.00			
E 15	WCPO	09/14/12	09/14/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,500.00		0.00			
E 16	WCPO	09/16/12	09/16/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
E 17	WCPO	09/12/12	09/12/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--W----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Issue. PUSA TV 9.11 to 9.17** Estimate # **1560**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WCPO	09/12/12	09/12/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--W----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$1,600.00		0.00			
E 18	WCPO	09/17/12	09/17/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$500.00		0.00			
E 19	WCPO	09/15/12	09/15/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
E 20	WCPO	09/16/12	09/16/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$450.00		0.00			
Totals														22	\$13,600.00